

DIGICENTRES.COM

places where we reduce digital addiction

Digicentres.com – places where we reduce digital addiction

ISBN 978-80-88521-96-9

Edition 1. Year of publication 2026 Written by: Ivan .

Published by: Ivan

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1.INTRODUCTION

Ladies and gentlemen,

I am very glad that you have decided to devote your time to this book. We appreciate every reader who is willing to open up about an important topic of our time and think about how fundamentally digital technologies affect our daily lives and whether there is any job opportunity in this field. I have been involved in the field of digital addiction for a long time and during that time I have had the opportunity to see how deep, serious and multi-layered the problem really is. At the same time, I also know how little the public is still aware of its true scope and consequences, and also what potential this field will bring.

Digital addiction is not just a modern myth, a media acronym or an exaggerated reaction to rapid technological progress. It is not a temporary social trend or a problem that can be minimized by saying that “this is just the way things are”. On the contrary, it is a real, clinically recognized phenomenon that affects the lives of millions of people around the world every day. It affects children, adolescents, adults and seniors. It does not avoid any age group, social environment or profession. It affects individuals, couples and entire families.

If digital addiction is not actively recognized, named and systematically addressed, its consequences will be even more serious and far-reaching in the future. We are not only talking about weakening attention, inability to concentrate and a gradual shortening of the ability to maintain deeper intellectual work, but also about serious problems in personal relationships, family life, work performance and overall mental health. Research repeatedly shows that excessive and unbalanced use of digital technologies is associated with sleep disorders, higher levels of stress, anxiety, depression, irritability and feelings of loneliness. A person can be online all the time and still feel disconnected from real life, from their loved ones and from themselves.

This problem is particularly noticeable for children and adolescents. They are growing up in a world where screens, social networks, online games and digital stimuli are present practically continuously. Children who spend an excessive amount of time in the digital environment often show poorer academic performance, a weakened ability to be patient, a lower resistance to frustration and difficulties in establishing deeper interpersonal relationships. They often experience increased impulsivity, a decreased ability to organize their time independently and difficulties in coping with ordinary everyday stress. It is also serious that for many of them the digital world becomes an escape space in which they seek recognition, a sense of control or compensation for the lack of security and closeness.

However, adults are not immune to digital addiction. For them, it often manifests itself in different ways — constant work availability, an inability to “switch off”, compulsively checking their phone, social networks, messages or emails, losing the boundaries between work and personal life or escaping into the online space to cope with stress. The result is reduced productivity, chronic fatigue, burnout, a decline in the quality of partner relationships and, in some cases, the gradual breakdown of family ties. Many people do not admit their problem for a long time because their behavior is socially normalized and digital overload is mistakenly considered a normal part of modern life.

The overall impact of digital addiction on society is enormous. It is not just about individual problems, but a phenomenon with significant social, economic and health consequences. Economic losses caused by decreased work performance, rising healthcare costs, deteriorating interpersonal communication, weakening family and community ties, and increased psychological distress are just some of the visible impacts. However, an even deeper problem lies beneath the surface: the gradual transformation of our relationship to time, attention, closeness and our own inner stability.

Unfortunately, the current offer of help for people suffering from digital addiction is completely inadequate. And this is where we see a huge need for change, but also a great opportunity. If a person decides to seek professional advice in the field of digital addiction today, whether for themselves, their child, partner or another loved one, they often encounter long waiting times, which can be up to a year.

Moreover, the environment that clients encounter when seeking help often does not correspond to their real needs. People coming in with a serious problem need a sensitive, safe, respectful and professionally managed background. Instead, they encounter a system that is not prepared for this challenge in terms of personnel, methodology or capacity. There are still too few experts who really focus on this issue in depth. What is missing is a comprehensive approach that would combine high-quality diagnostics, individual support, practical tools for everyday life, work with family or a partner system and long-term accompaniment of the client on the path to restoring digital balance.

That is why I decided to build a network of advisory and consulting centers. **DIGICENTRES**. I believe that digital addiction is one of the key challenges of our time and that it deserves a systematic, professional and at the same time human response. Our goal is not to condemn technologies in a blanket manner or to fight against them. It would be naive and untrue to claim that technologies in themselves are only a problem. They are a natural and inseparable part of the modern world and bring countless benefits — they facilitate communication, education, work, access to information and the everyday functioning of society.

Our mission is to help people create a healthy, conscious and free relationship with the digital space. We want to support the ability to set meaningful boundaries, restore inner balance and regain control of their own lives. Each DIGICENTRES center will provide professional advice and consultations aimed at individuals, couples and families. At the same time, we want to create an environment that is understandable, accessible, safe and human — an environment where a person will

not be judged, but heard; where they will not belittle, but understood; where they will not be left alone with their problem.

Our ambition is to build a network of centers that will be based on expertise, practicality, respect and real help. We want to offer not only one-time consultations, but also longer-term support, preventive programs, education for parents, schools and companies and specific instructions on how to work with digital habits in everyday life. We believe that connecting a professional approach with the everyday reality of clients is the way to achieve real change.

This book provides basic information about our vision, direction, and goals. It not only names the problem we are addressing, but also provides a framework for the solutions we want to systematically develop.

I believe that this book will bring you not only new insights and broader contexts, but also practical inspiration — whether for yourself, your loved ones, or your professional activities. Every pause, every new awareness, and every decision to restore greater balance to your life is important. Digital addiction can also be an opportunity for a new beginning, the emergence of new job opportunities, and other challenges, for example in the development of our DIGICENTRES.

I wish you a lot of inspiration, openness and courage to take the first step.



2. WHAT IS OUR GOAL?

Digital addiction is a serious and dynamically growing problem that already affects millions of people around the world today – and its impact will be even more significant in the near future. With the constant development of technology, the expansion of social networks, the availability of online games and continuous connection to digital platforms, this phenomenon is becoming one of the greatest challenges of modern times. It is not just a problem for individuals – digital addiction fundamentally affects the functioning of families, interpersonal relationships, the work environment and society as a whole.

A fundamental complication is the fact that the digital environment is now a natural part of everyday life. Technology accompanies us in work, education, communication and leisure. However, it is this ubiquity that blurs the line between healthy use and addictive behavior. Many people therefore remain unaware of their problem for a long time or underestimate it. Digital addiction often develops inconspicuously – through a gradual increase in the time spent online, loss of control over the use of devices or the inability to “disconnect”, even when a person internally considers it necessary.

The negative impacts of digital addiction are broad and multifaceted. They include sleep disorders, disruption of biorhythms, chronic fatigue, impaired concentration, reduced performance and productivity, as well as social isolation and a weakening of the quality of interpersonal relationships. On the psychological level, anxiety, depression, irritability, low self-confidence and feelings of loneliness often appear. In more serious cases, physical health complications such as back pain, vision problems or psychosomatic difficulties can also occur. Digital addiction is therefore not just a "disease of modern times", but a complex problem with real health, social and economic impacts.

Our main goal is to respond to this challenge in a systematic, professional and long-term sustainable way. Therefore, we are striving to create an extensive network of advice and consultation centers that will exclusively deal with the issue of digital addiction. These centers will represent a safe and professional space where every interested person – whether an individual, a parent, a couple or an entire family – will receive qualified help tailored to their specific situation, needs and life context.

Each center will operate on the basis of uniform, detailed standards and methodologies, which are described in other parts of this book. The emphasis will be placed not only on expertise, but also on the practicality and comprehensibility of the services provided. Clients will not only receive theoretical information, but above all, concrete tools and strategies that they can immediately apply in their everyday lives.

An integral part of each branch will be a qualified and systematically trained counselor. He will have access to the latest knowledge, research and best practices in the field of digital addiction from around the world. He will actively use this knowledge during individual consultations, thus ensuring maximum efficiency and quality of the care provided. Our goal is that each consultation leads to a real and measurable change in the client's life, not just a temporary awareness.

Based on extensive analyses, surveys and expert studies, we have concluded that approximately one branch per 100,000 inhabitants will be needed to cover the basic needs of the population. However, this figure cannot be understood as a universal norm. In some regions, especially in less digitalized areas, the need may be lower, while in highly urbanized and technologically developed countries, on the contrary, it will be necessary to create a denser branch network. Flexibility and the ability to adapt to local conditions will therefore be one of the key principles of the entire project.

Our ambitious yet realistic goal is to build a global network of 50,000 branches over the course of 2026 and 2027. This goal is driven not only by the scale of the problem, but also by the urgent need to make professional help available to as many

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